

## GOLDFIELDS COMMUNITY RADIO CO-OPERATIVE

The initiative for the development of a community radio station in central Victoria started in early 1977. A group of interested people formed an action committee under the aegis of the Castlemaine Education Centre Ltd.

In 1977 the group formally established itself as a separate identity – the Central Victorian Community Broadcasting Association – and started working towards incorporating itself as an appropriate legal entity. At the same time the long bureaucratic process toward gaining a licence was started.

The members of the group in 1980 (numbering 450) decided that the most appropriate corporate identity for the evolving body was a Co-operative Advancement Society, and on 20th August 1980 the group was formally incorporated as Goldfields Community Radio Co-operative Ltd., under the Victorian Co-operatives Act.

A co-operative was chosen since the group's objectives and ideals were strongly aligned with co-operative principles. The whole basis of the group was to establish a media outlet in Central Victoria that was managed and shaped by the group it helped to serve – the community of Central Victoria. The management structure of the co-op was organised in such a way as to allow the maximum amount of involvement by co-operative members in decision-making and task completion.

The co-operative finally made application for a 'c' class public broadcasting licence in August 1981 and in December of that year was granted the licence. The station to be established – 3CCC-FM – will go to air in early 1982.

Since its inception the group has had a strong involvement and interest from the unemployed in the area and those interested in the plight of the unemployed. There are now 70 shareholders in the co-op and a further 400 subscribers.

## 3CCC-FM GOLDFIELDS COMMUNITY RADIO



Once on air, the station will seek to establish itself as a viable small business, eventually employing three full-time paid staff. There will, however, be over 50 unpaid voluntary staff (this is not an abuse of labour, but the provision of an outlet for the creative needs of the volunteers involved.) In addition the station will positively promulgate the plight of the unemployed and seek to promote co-operative principles and other co-operatives in the area which seek promotion. It could become a mouthpiece for co-operatives in Central Victoria.

# Local Profiles:

Loch and Trading Co-operative

Public Images

Goldfields Community Radio

## LOCH ARD TRADING CO-OPERATIVE



Loch Ard was formed in September 1979, and commenced active operation in November of that year. Shares were offered throughout the local community who have actively supported the establishment of the co-op, with over 250 persons having bought shares to date. Minimum paid up share-holding is \$5, with about \$2,500 capital having been paid up. Members fall broadly into "passive supporters", and "active participants" — the latter being predominantly crafts people and hobbyists supplying our retail outlets, and those involved on the Board and committees.

Loch Ard's major activity has been the operation of a retail outlet for the goods of local crafts people — members. This shop turned over about \$20,000 worth of goods in the 1980-81 year. Additionally a "health foods" section has been established and is rapidly expanding.

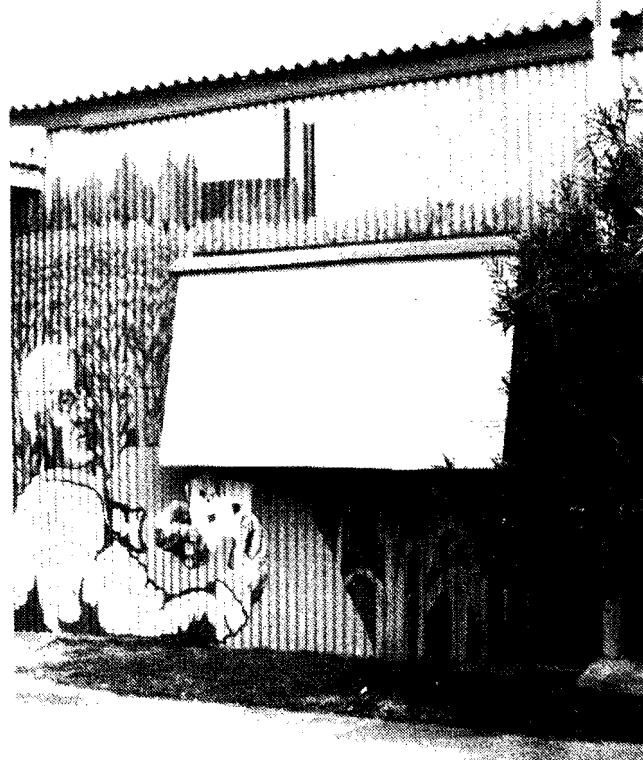
For a period in 1980, a telephone odd-job referral service was operated, but the organisational resources required proved over-taxing. Loch Ard regularly organises open-air markets in a square in Warnambool business area. These are open to all home-grown and hand-made goods.

In early 1981 a recycling centre was established in conjunction with the Warrnambool City Council. This is adjacent to the entrance of the Municipal tip and encourages patrons to leave bottles, papers and recyclables for sorting, stacking and sale to industry or agents.

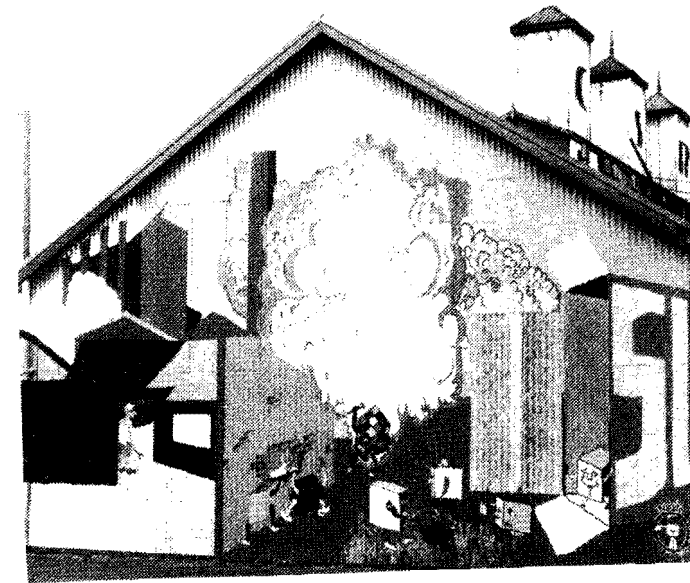
Planned developments for 1982 and 1983 are:

- improved marketing and promotion of established activities.
- introduction of direct production of craft-type products.
- provision of facilities and assist crafts people.
- upgrading of the recycling
- Loch Ard is also planning to be active in wholesaling craft work in the Warnambool area.

## PUBLIC IMAGES



"Public Images" has existed as a group since early May, 1981. The group was formed to develop job opportunities for unemployed young people through the painting of public murals. "Public Images" developed out of the "Flying Arts Squad" for which is the existing EPUY (Education Program for Unemployed Youth) Group. The young people were leaving EPUY at the termination of their training program, but were interested in mural painting and wanted to do more work.



Through their involvement in work processes, common interest was expressed in continuing the mural group, and attempting to make a career out of it. Thus "Public Images" was formed. The group is now in the process of forming a co-operative. It has existed as an informal co-operative since the beginning, but the need for a business identity, legitimacy and validity to procure subsidies has necessitated formal incorporation.

The group has received a lot of community support from Williamstown centres, services, and individuals. Public Images has already completed a number of impressive works, including the Community Outreach Centre at Williamstown, Essendon CYSS and CSR. A number of other projects are already being discussed for the future.